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May 9 UNH Seminar Focuses on Behavioral Economic Responses

By [Denise Hart](#)
UNH News Bureau
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May 6, 2003

DURHAM, N.H.-- Botond Koszegi, assistant professor of economics at the University of California, Berkeley presents the research that he and colleague Matthew Rabin are conducting to investigate behavioral economic responses.

Koszegi discusses "Modeling Reference-Dependent Preferences" at the Economics Seminar sponsored by the University of New Hampshire's Whittemore School of Business and Economics, Friday, May 9, 2003 from 2:10 to 3:30 p.m. in Room 318 McConnell Hall.

The lecture is free and open to the public. Visitor parking at UNH is located just off Route 152A Mast Road and a free shuttle bus service is available to campus locations.

Koszegi's research focuses on the way people form their expectations and behavior in response to economic choices. Koszegi and Rabin's research modifies existing models of consumer behavior in ways that are more realistic and broadly applicable. For example, they posit that once a consumer receives a good at a lower price, her expected price is lowered which may in turn lower her willingness to pay and actually lower demand thus revealing a weakness in the well-known law of demand.

The Economics Seminar is a weekly event of the Whittemore School's graduate degree program in economics that highlights the research of the school's faculty, graduate students and visiting academics. The presentations are interspersed with questions from the audience.

For more information about the seminars, contact Karen Conway, graduate program director and associate professor of economics, at 862-3386 or ksconway@cisunix.unh.edu. Advance copies of Koszegi's paper are available by calling Sinthy Kounlasa at 862-3457 or sending an email to: sinthy.kounlasa@unh.edu.

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